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## **Eniro acquires Oreo AB**

In order to create the leading marketplace for companies, Eniro is acquiring Oreo AB. Today, Oreo is active in public procurement and offers the market's leading system for digital procurement.

The market for public procurements is valued at more than SEK 500 billion per year in Sweden. The proportion of these procurements taking place via online-based tools is increasing very rapidly. Oreo's market platform is expected to handle public procurements for a value of about SEK 10 billion in 2009. Eniro intends to improve current services and to continue taking market shares, but also to open up the platform for purchasing by private companies that want to reduce their purchasing costs and find new suppliers. The acquisition means that transaction-creating services will be included in Eniro's online offering, which will enable companies to do business directly at Eniro's online service. The objective of the new marketplace is to simplify the tender process so that more small and medium-sized companies submit tenders and win new business. Eniro's new marketplace will be launched during the third quarter of 2009.

"We know that small and medium-sized companies are increasingly spending money on online services that enable their companies to grow. Today, these companies are Eniro customers, and we want to provide them with additional opportunities that will help them in their business. With the acquisition of Oreo, we are taking yet another step in our Online development and start to offer Business Facilitating Services. We are thus strengthening our leading position in generating business for small and medium-sized companies. Oreo's system and expertise in purchasing will be of great importance in our work to build the leading marketplace for companies on the Internet," says Mathias Hedlund, Vice President Online at Eniro.

"The rapid digitalization taking place in this area creates highly attractive business opportunities, and Eniro, with its customer contracts and strong online traffic, is positioned fantastically to take advantage of these opportunities," continues Mathias Hedlund.

Eniro is acquiring 100 percent of the shares in Oreo AB for an initial purchase price of SEK 6.6 million. A possible supplementary purchase payment may arise, depending on the company's success.

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Eniro is the leading directory and search company in the Nordic media market. Eniro's search database connects sellers to buyers and makes it easy to find people using Online, Voice and Offline Media channels. Eniro has operations in Sweden, Norway, Finland, Denmark and Poland.

Eniro is listed on the Stockholm Stock Exchange and has some 5,000 employees. In 2008, revenues amounted to SEK 6,645 M, with Operational EBITDA (Operating income before depreciation but excluding capital gains and restructuring costs) of SEK 2,037 M